



Photo Compliments of Ashley Henderson

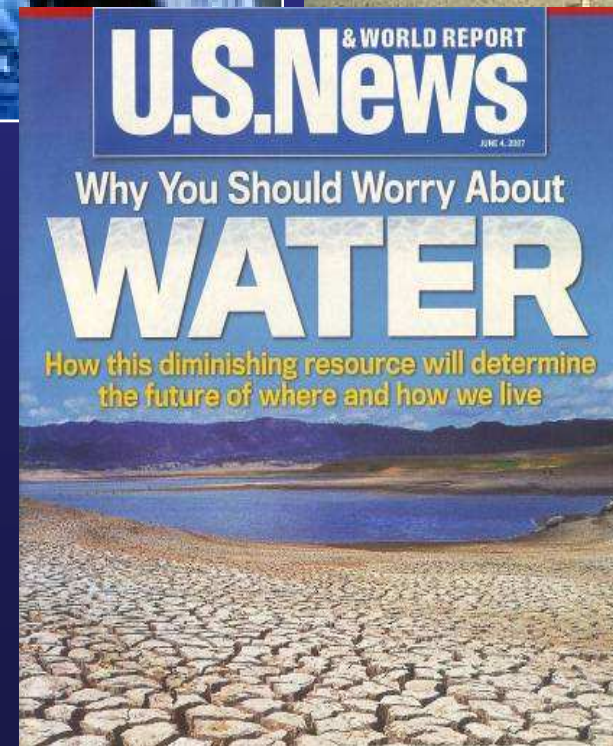
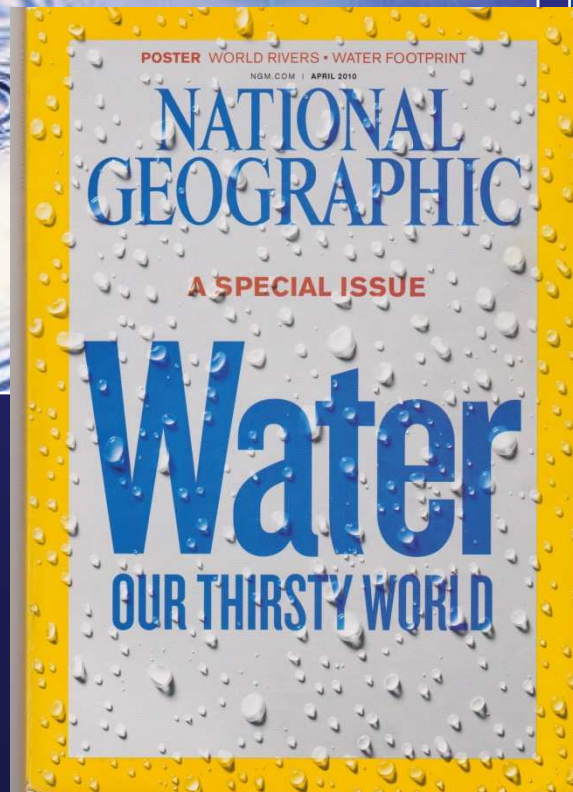
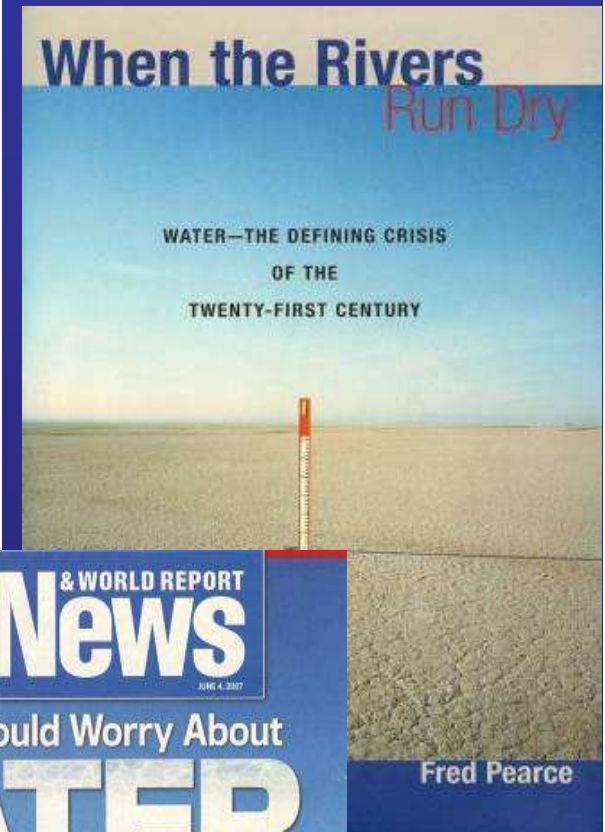
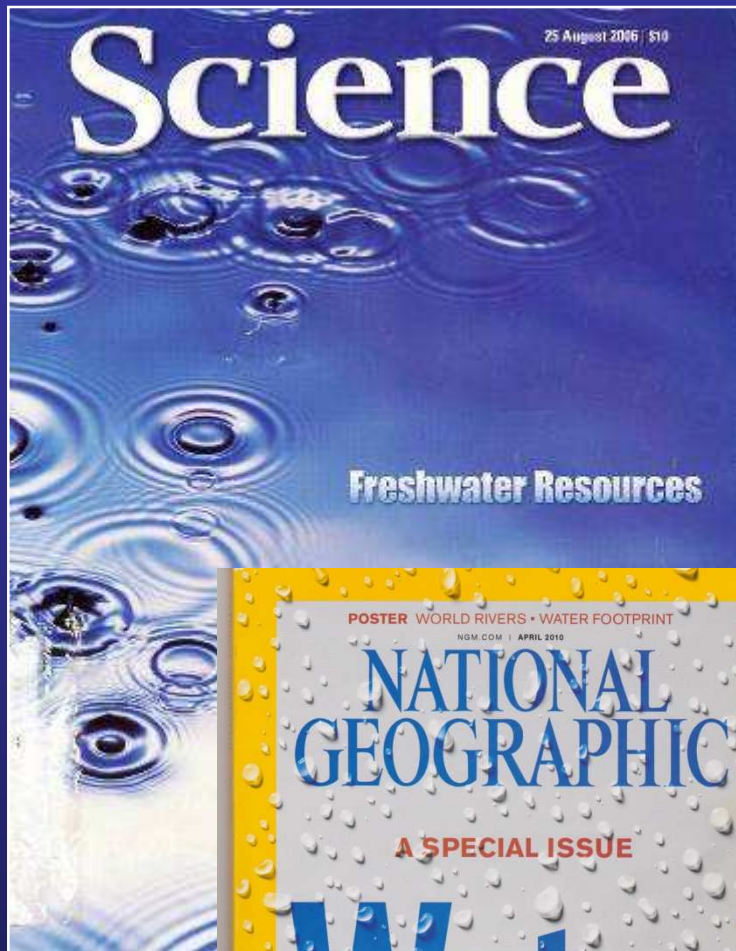
## ~ Clean Water ~ A Partnership Approach *"Alabama Style"*



Allison Jenkins  
Executive Director  
Alabama Clean Water Partnership

23<sup>rd</sup> Annual ADEM  
Nonpoint Source Conference  
January 24, 2012  
Montgomery, AL





# Water – An Increasingly Scarce Commodity

## Water – A Global View (Water For People)

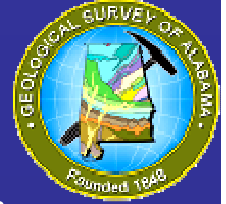
- 884 Million people worldwide lack access to safe drinking water
  - 2.6 Billion lack access to adequate sanitation
    - Nearly 6,000 people die every day from water-related illnesses

## Water – Closer to Home

- Water rights conflicts have been long standing in the western United States
  - Since 1990, the states of Alabama, Florida and Georgia have been “negotiating” water rights between the states, with no resolution to date



# Alabama Water Facts



- Over **33 trillion gallons** of freshwater flows through Alabama every year
- **77,000 miles** of streams
- **14** major river basins
- **550 trillion gallons** of water stored in underground aquifers

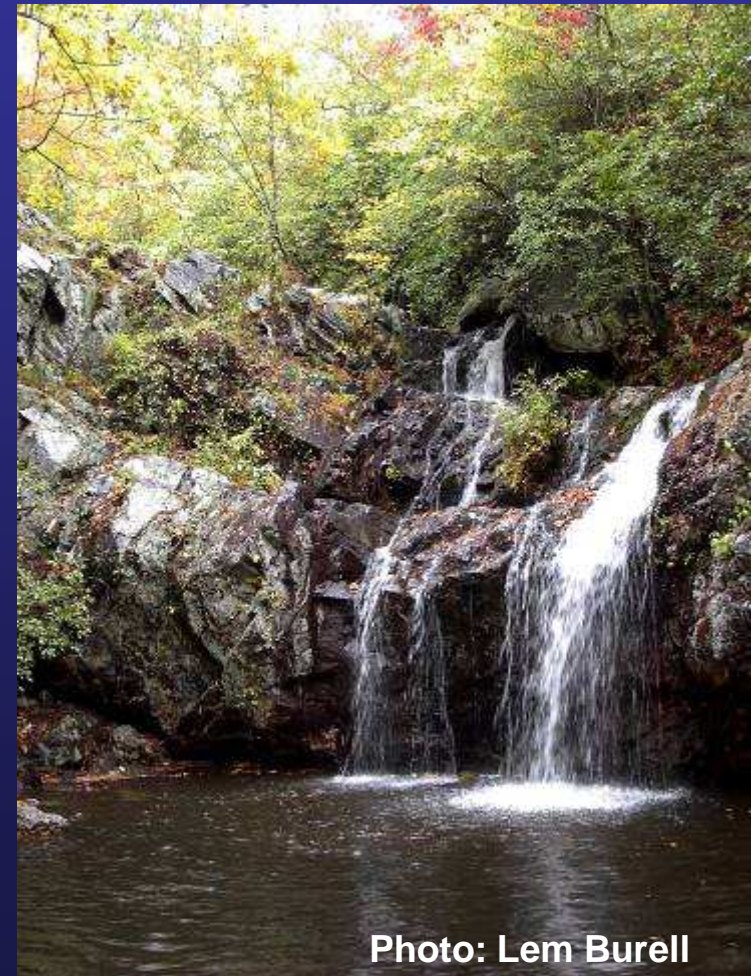


Photo: Lem Burell

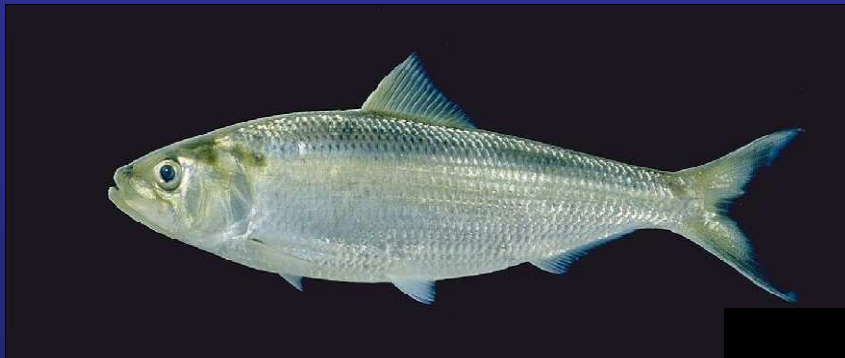




One-twelfth of all the ocean-flowing water in the U.S. travels through Alabama.



## National Ranking - #1 aquatic diversity



Photos from Alabama Comprehensive Wildlife Conservation Strategy - DCNR



# ACWP History



- Outgrowth of 2008 Federal Clean Water Action Plan initiative, coordinated in Alabama by ADEM & NRCS
- Continued under new name of Alabama Clean Water Partnership when Federal initiative discontinued
- ACWP incorporated in 2001 as 501(c)(3) nonprofit
- Micky Smith, University of West AL, current Chairman of the Board



# ACWP Strategy



Bring interested citizens and water users **together** through a **neutral** forum in order to identify water related issues and challenges and become part of the **solution** for long-term water quality improvement and conservation in a **non-regulatory** way.

# What is a Partnership?

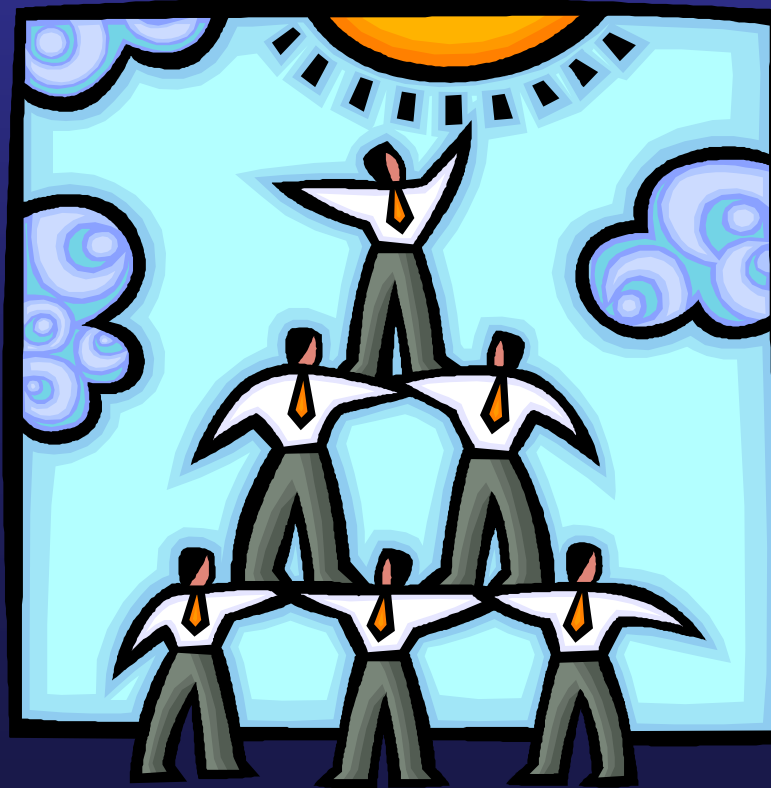
- *A Partnership is a special kind of relationship in which people or organizations*
- *Combine their resources*
- *To carry out a specific set of activities.*





# What is a Partnership?

*Partners work together for a common purpose and for mutual benefit.*



# Benefits of Partnerships

- $1 + 1 = 2^3$  Exponential results through cooperation
- Gaining access to the skills of others
- Mutual support and enthusiasm
- Seeing opportunities through other's eyes



# The Watershed Approach

Uses watersheds or drainage basins  
(rather than political boundaries)  
to coordinate the management of  
water resources,  
considering all activities within the  
landscape that affect watershed  
health.



# A Watershed



# "Watershed Approach"

Recognizes competing needs:

**Water Supply**

**Water Quality**

**Waste Assimilation**

**Flood Control**

**Navigation**

**Hydropower Generation**

**Fisheries**

**Biodiversity & Habitat Preservation**

**Recreation**

**Quality of Life**

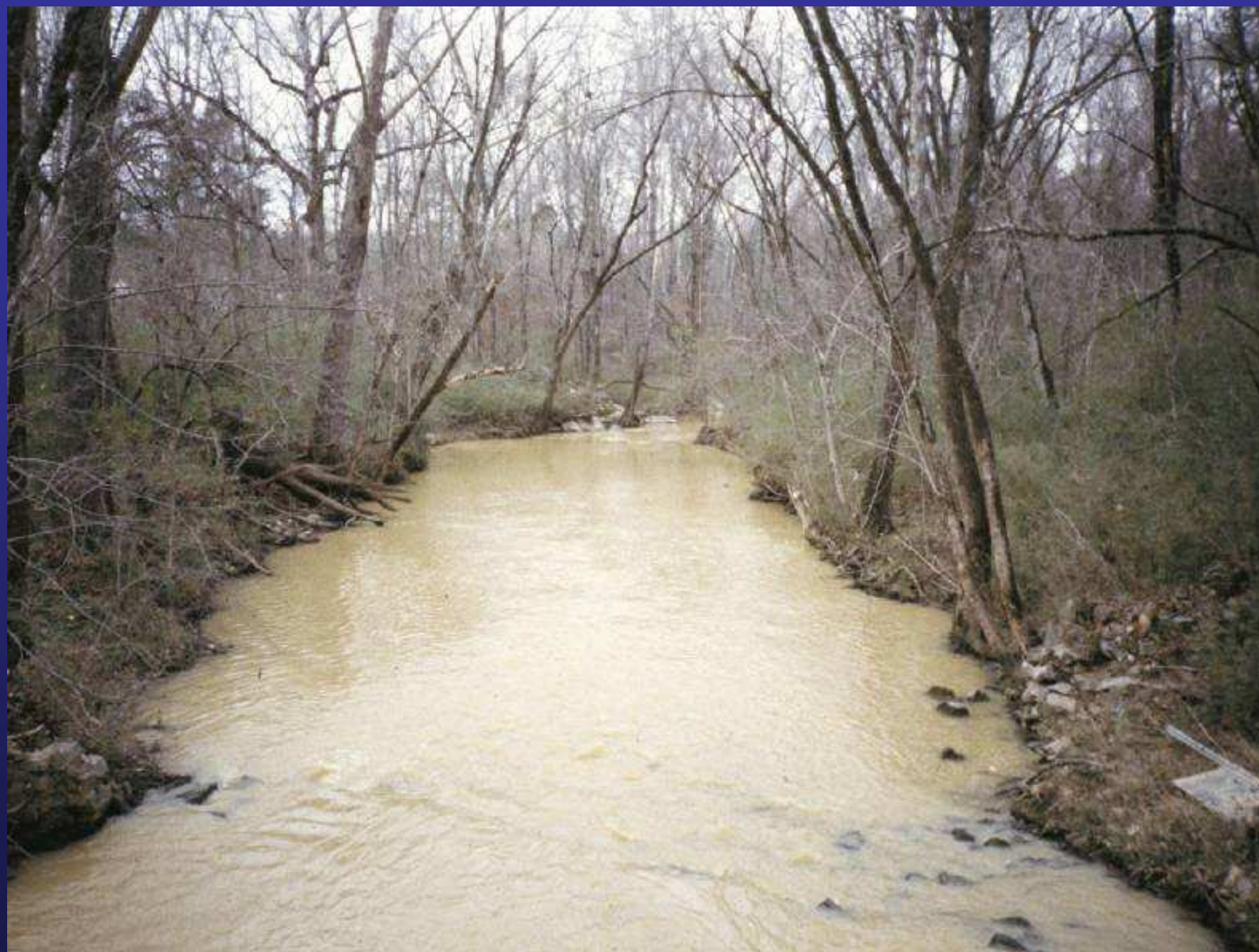
**Property Values**



# Nonpoint Source Pollution





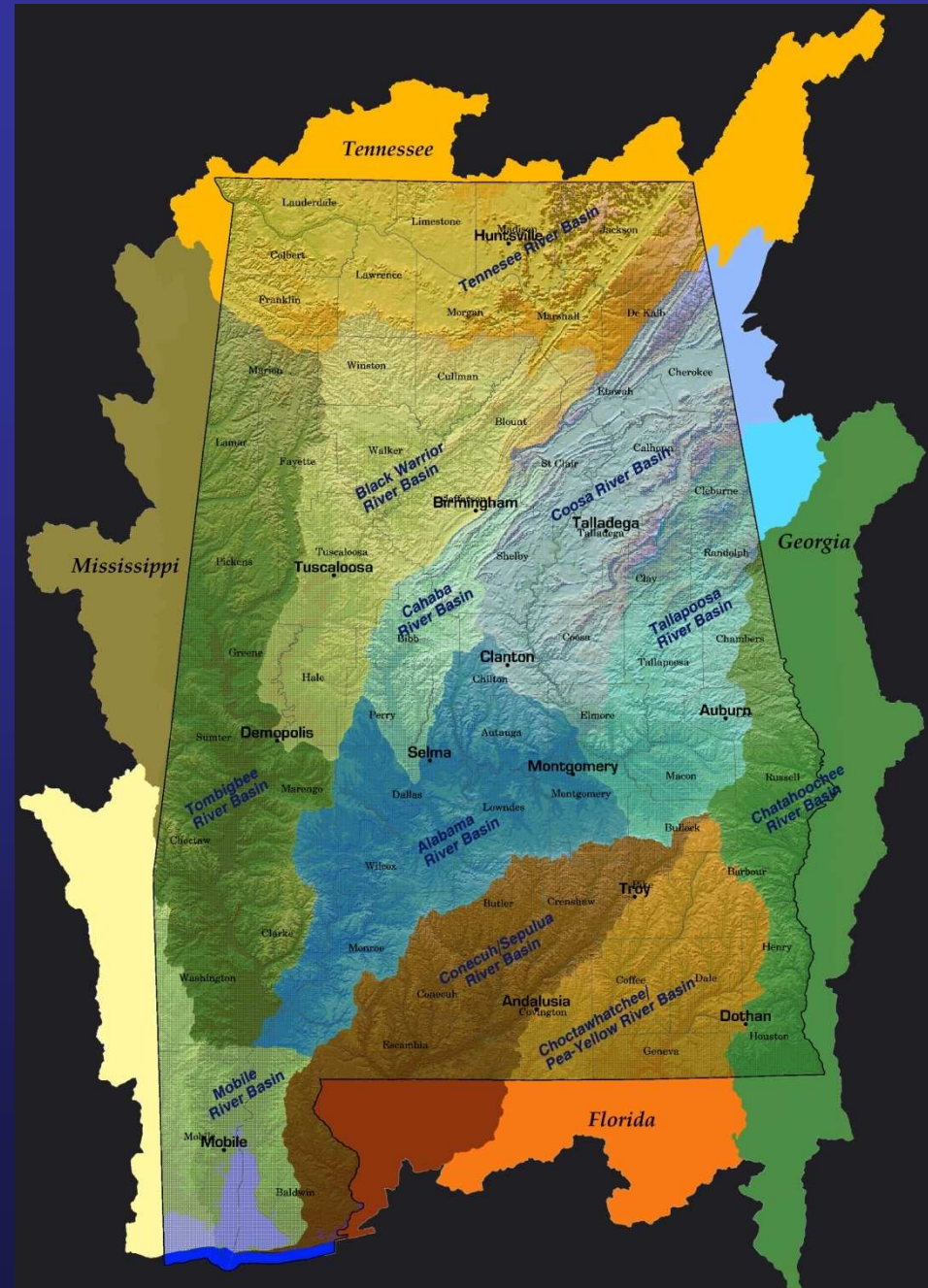




# ACWP Basins

10 Basins  
(33 sub basins)

Each basin has a  
Sponsor(s),  
Steering  
Committee  
&  
Basin Facilitator



# Basin Sponsors

- **Alabama-Tombigbee** – AL Pulp & Paper Council, Montgomery Water Works
- **Black Warrior** – Cawaco RC&D Council
  - **Cahaba** – Cawaco RC&D Council
- **Chattahoochee-Chipola** – Tri Rivers Waterway Development Assn.
- **Choctawhatchee-Pea-Yellow** – Wiregrass RC&D Council
- **Coastal Alabama** – Mobile & Baldwin Co. Soil & Water Conservation Districts



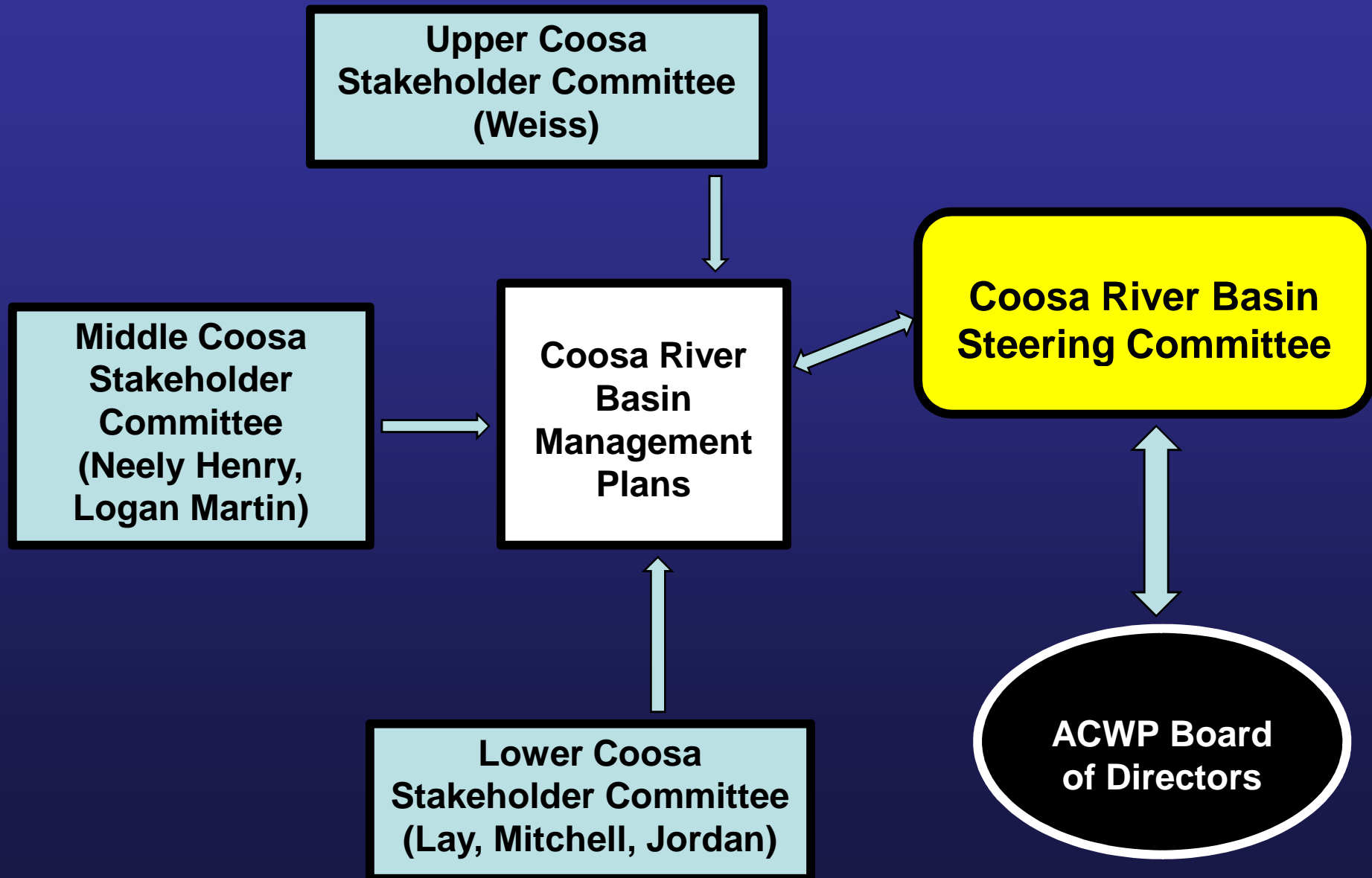
# Basin Sponsors

- **Conecuh-Sepulga-Blackwater** – Georgia Pacific, Brewton
- **Coosa** – Coosa Valley RC&D Council
- **Tallapoosa** – Montgomery Water Works Sanitary Sewer Board

**Middle Tallapoosa** – City of Alexander City, Lake Martin Economic Development Alliance

- **Tennessee** – Alabama Mountains, Rivers and Valleys RC&D Council

# Coosa CWP Basin Structure



# Who Should Participate?

## Stakeholders:

- Directly (and indirectly) affected by the issue
- With the resources needed to resolve the issue
  - With authority to implement the decisions
- With the ability to block the process or prevent implementation



# Its Not WHAT You Know But WHO You Know And WHO They Know!

**"Key"  
Local  
Person**



**County  
Commissioner**

**Local Boards  
and Agencies**

**Business**

# Benefits to Participants

- Bottom up approach allows citizens, business, & industry opportunity to lead NPS pollution abatement efforts at the local level (leading to long-term solutions) and be involved in the discussion, design and implementation of new initiatives (such as basin wide permitting, pollutant trading)
- Good PR
- Unparalleled educational opportunity of the public

- Opportunity to become proactively involved in water quality protection projects
- Provides materials and programs to participants needing to meet legal requirements related to water quality (Phase I & II)
- Provides participants an opportunity to explain their individual needs and views
- Allows for tax deduction (to non-profit) to donors

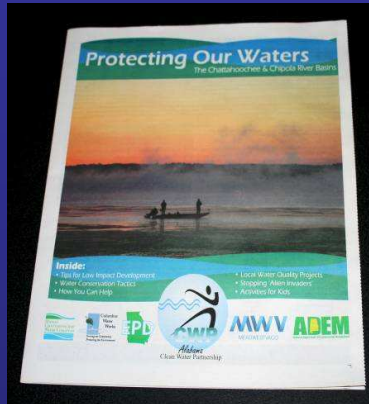


# Overall Benefits

- Improved communication, information sharing, and networking among stakeholders through websites, publications, and public meetings;
- The consolidation of data and information through a communications and technical assistance network;
- An effective coordination structure, preventing duplication of efforts, precluding wasteful use of limited resources, and making available technical assistance;

- Opportunities for stakeholder collaboration in decision-making processes and implementation of management measures;
- Provides citizens/business/industry with a mechanism to receive accurate and relevant information and endow resource agencies with continued impetus to institutionalize watershed protection efforts

# Past Projects



## Educational Newspaper Inserts

## Water Conservation Kits



## Hooked on the AL River





# Conflict Resolution Stakeholder Forums

## Stream Restoration



## Educational Workshops

# 2011 ACWP Projects

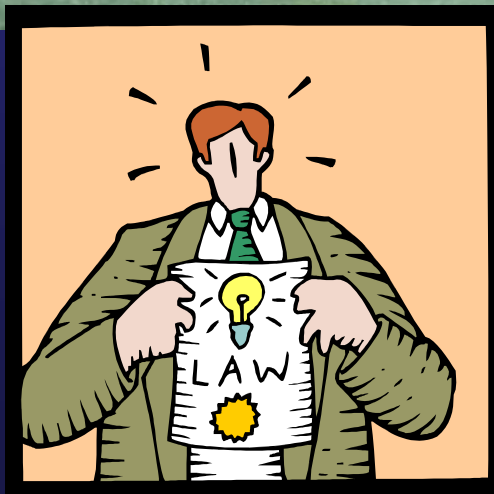








# So...Why does this matter???



**DRAINS TO STREAM**



**KEEP IT CLEAN**



# Total Maximum Daily Loads (TMDLs)

So what is a  
TMDL anyway?



# Total Maximum Daily Loads

- The Clean Water Act (1972) directed that all streams be designated a "use classification".
- Those stream segments not meeting their designated water quality standards for their assigned use classification are placed on the impaired streams list.
- TMDLs must then be developed for listed stream segments for each of the pollutants causing non-compliance with standards.



# Total Maximum Daily Loads

When developing TMDLs, pollutant loadings must be calculated for:

Point Sources  
+ Nonpoint Sources  
+ Margin of Safety  
TMDL

\*room should also be reserved for future growth

# Implementation of TMDLs Could Impact

- Growth, development and land-use
- Recreational activities and opportunities
- Municipal wastewater plant and industrial discharge permits
- Storm water discharge permits
- Cost passed on to businesses and citizens



# Benefits of Protecting Our Watersheds

- Low Cost, quality drinking and surface water (in sufficient amounts for all users)
- Protected wildlife habitat and wetlands = fewer regulations
- Good hunting, fishing, and other recreational activities = local economic benefits
- Clean and operational storm sewer systems = lower costs for citizens
- Less long-term cost to contractors for repairs
- Fewer safety hazards caused by displaced sediments and less flooding
- Enhanced public awareness and responsibility = happy citizens



# TEAMWORK = SUCCESS



- Create Win/Win Opportunities
- Strength in Numbers
  - Diversity Rules
- Connections Matter
- All Expertise Welcomed
  - Listen First
- Say What you Mean
- Coordination Counts

# *Opportunity. . .*



# Be Informed. . . Get Involved!

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